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Total Number of Pages in This Submission: 6

Application Number	09/558,755
Filing Date	04/21/2000
First Named Inventor	Hosea
Art Unit	3623
Examiner Name	Boyce
Attorney Docket Number	109635-123

ENCLOSURES *(Check all that apply)*

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(Attorney Docket No. 109635.123)

Applicant:	Hosea et al.	Examiner:	Boyce
Serial No.:	09/558,755	Art Unit:	3623
Filed:	April 21, 2000		

For: METHOD AND SYSTEM FOR WEB USER PROFILING AND SELECTIVE CONTENT DELIVERY

CERTIFICATE UNDER 37 C.F.R. § 1.8(a)

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RESPONSE TO FINAL OFFICE ACTION

A final office action was issued for the above-referenced patent application on November 12, 2003. In the office action, the Examiner (1) rejected Claims 1, 2, 7-9, 11-14, 20, 22-24, 26-57, 62 and 63 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,285,987 issued to Roth et al. ("Roth") in view of U.S. Patent No. 6,208,975 issued to Bull et al. ("Bull"), (2) rejected Claims 3-6 and 10 under 35 U.S.C. § 103(a) as being unpatentable over Roth, (3) rejected Claims 15-18 under 35 U.S.C. § 103(a) as being unpatentable over Roth in view of U.S. Patent No. 6,049,777 issued to Sheena et al. ("Sheena"), (4) rejected Claim 19 under 35 U.S.C. § 103(a) as being unpatentable over Roth in view of U.S. Patent No. 6,298,348 issued to Eldering ("Eldering"), (5) rejected Claims 21 and 58-61 under 35 U.S.C. § 103(a) as being unpatentable over Roth in view of

U.S. Patent No. 6,295,061 issued to Park et al. ("Park"), and (6) rejected Claim 25 under 35 U.S.C. § 103(a) as being unpatentable over Roth in view of U.S. Patent No. 6,366,298 issued to Haitsuka ("Haitsuka"). Reconsideration and allowance of the application are requested.

The Examiner rejected Claims 1, 2, 7-9, 11-14, 20, 22-24, 26-57, 62 and 63 as being obvious over the combination of Roth and Bull. Claim 1 of the present application is directed to a method of profiling a Web user. The method includes providing profiles on a plurality of Web sites, monitoring which of those Web sites the user accesses, and developing a profile of the user by inferring user demographics based on the profiles of the Web sites accessed by the user.

The Examiner concedes that Roth does not disclose developing a profile of the user by inferring user demographics based on the profiles of the Web sites accessed by the user. However, the Examiner contends that this feature is disclosed by Bull. In particular, the Examiner states that Bull discloses that the user's Web viewing patterns are monitored and matched against software text agents to match a profile (see col. 15, lines 14-19), including user demographics. The Examiner also states in this regard that although Bull also discloses the user is able to explicitly enter profile information, the information may alternatively be collected implicitly, via analysis of online sessions (see col. 1, lines 53-56).

Bull discloses an automated profile generation process. In particular, Bull teaches monitoring of user "looking patterns" to develop a set of software text agent profiles that are integrated with explicitly collected profile information. (col. 14, lines 56-58). Bull develops a user profile datastore from the monitoring of looking patterns and from the explicitly collected profile information. The user profile datastore contains "data about the user, preferences, situational preferences, accounting

information, psychographic profile, personal profile and other relevant information related to the user by individual identifier." (col. 10, lines 64-67).

Bull does not disclose or in any way suggest developing a profile of the user by inferring demographics of the user based on the profiles of the Web sites accessed by the user. Examples of demographic data can include, without limitation, data on the user's age, gender, income, and highest attained education level, as indicated, e.g., in Claims 3-6, respectively. In accordance with the present application, demographics such as these are inferred for a user based on the profiles of the Web sites accessed by the user.

While Bull discloses developing user profiles based in part on user looking patterns, such profiles do not contain any inferred user demographics. As noted above, Bull only teaches collecting user preference information. Such preference information does not indicate user demographics.

In fact, the term "demographic data" is mentioned only once by Bull, and in reference to the prior art. In col. 5, lines 20-23, Bull states "Presently, user's profiles are collected based on explicit entry by the user, and extraction from demographic data collected from a variety of sources." In the immediate next sentence, Bull goes on to distinguish his invention from this prior art by stating that he monitors user searching patterns and uses this partly to generate a set of software text agent profiles. Thus, the "demographic data" described by Bull with reference to the prior art is clearly not inferred, but simply a set of given data (apparently available from off-line sources) that is added to user profiles. Demographic data does not even relate to Bull's invention.

Therefore, neither Bull, nor Roth discloses or in any way suggests using a computer to develop a profile of a user by inferring user demographics based on profiles of Web sites accessed by the user. Each of the claims rejected under § 103 is thus patentable over the combination of Roth and Bull.

Claim 11 specifies that monitoring which of said plurality of Web sites the user accesses comprises identifying URL requests made by the user while Web surfing. Claim 12, which depends on Claim 11, further specifies that the URL requests made by the user are identified at an ISP point of presence. This is not disclosed or suggested by Roth, which only discloses collecting information on Web sites viewed using cookies in a user's browser. In particular, Roth discloses that a viewer can access a Web page 11 that contains an HTML reference to the advertising server system 16. The server system 16 uses information from cookie 11A on the client browser to update the database of viewer information 16B to reflect that fact that this particular viewer has accessed this particular Web page. (col. 4, lines 26-50). Roth's advertising server 16 thus monitors Web pages accessed by the user. This advertising server 16 is not an ISP (i.e., Internet service provider) point of presence. The advertising server 16 does not provide Internet access for the client browser 11; it only provides advertisements that are displayed on Web pages separately accessed by the client browser.

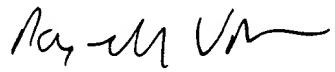
Roth makes reference to an ISP in FIGURE 7 and in column 19, lines 31-35. Roth states that the client browser sends Web HTML references to an ISP, which in turn sends the references to Roth's remotely located advertising server system. There is no mention of the ISP monitoring the Web sites visited by the user, much less by identifying URL requests.

The Examiner states that Roth discloses storing IP data including viewer URLs (col. 8, lines 20-28) in a table 408 (FIGURE 4). However, table 408 is part of a view server 320, which is not part of any ISP point of presence. There is simply no teaching or suggestion in Roth of monitoring at an ISP point of presence which of said plurality of Web sites the user accesses by identifying URL requests. The office action does not state where Roth teaches any monitoring at an ISP point of presence. The rejection of Claims 11 and 12 should thus be withdrawn.

Claim 23 is dependent on Claim 22 and specifies that the computer for profiling a Web user is an ISP point of presence server. The Examiner contends that this is disclosed by ISP 712 connected to servers 716 in FIGURE 7. While the server 716, which is Roth's advertising server, is connected to the ISP 712, the ISP merely sends certain data to the server 716. The ISP does not in any way profile Web users, and does not have the elements of the computer specified in Claims 22 and 23. The Examiner states on page 13 of the office action that "[t]he computer in Roth indeed profiles users via their history data." The "computer" referred to by the Examiner is presumably Roth's advertising server 716, which arguably profiles users. However, Roth provides no teaching or suggestion whatsoever that the computer for profiling a Web user is an ISP point of presence server, rather than the advertising server. These rejections should therefore also be withdrawn.

Claims 1-63 are pending in the present application. As each claim is allowable over the cited references, issuance of a Notice of Allowance is respectfully requested.

Respectfully submitted,



Rajesh Vallabh
Reg. No. 35,761

Hale and Dorr LLP
60 State Street
Boston, MA 02109
617-526-6505
January 5, 2004

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